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62,04 Oct. 1, 1948

Wiley B. C. Roy F.

Montebello, Calif.

Desert
Folder
204

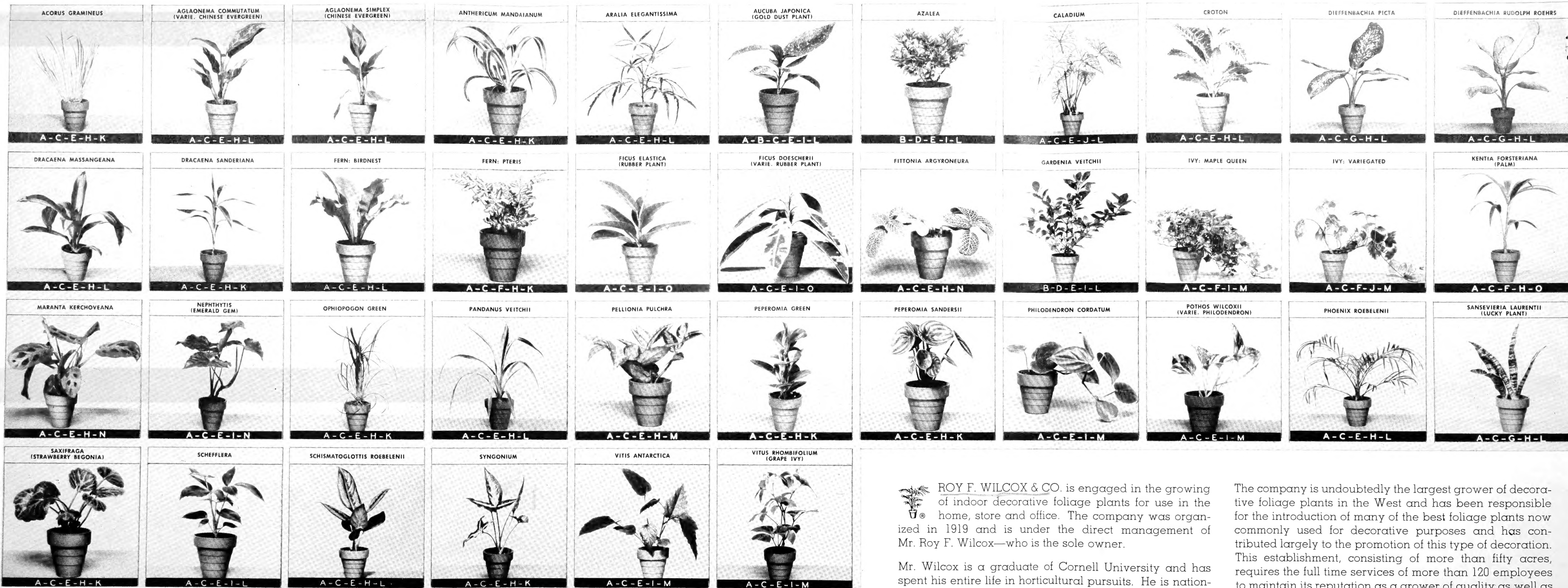
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★ OCT 29 1948 ★
U. S. Department of Agriculture

Foliage

Plants

for

All Occasions



"A" Foliage House Plant
 "B" Plant Outside When Through Flowering
 "C" No Flowers
 "D" Flowering Plant
 "E" Regular Watering*

"F" Frequent Watering**
 "G" Water Occasionally***
 "H" Slow Growing
 "I" Medium Fast Growing
 "J" Fast Growing

"K" Dwarf Plant (6" to 10")
 "L" Medium Sized Plant
 "M" Trailing Plant
 "N" Semi Trailing Plant
 "O" Medium Large Plant

*Thoroughly saturate the soil and repeat only after it has approached the dry side but well before it is dry.
 **Thoroughly saturate the soil and repeat before it approaches the dry side.
 ***Thoroughly saturate the soil and do not repeat until after soil has partly dried out.



ROY F. WILCOX & CO. is engaged in the growing of indoor decorative foliage plants for use in the home, store and office. The company was organized in 1919 and is under the direct management of Mr. Roy F. Wilcox—who is the sole owner.

Mr. Wilcox is a graduate of Cornell University and has spent his entire life in horticultural pursuits. He is nationally known as a grower of quality Azaleas, as well as a foremost authority on decorative foliage plants. A native of Council Bluffs, Iowa, his family has operated large greenhouse areas there for many years.

The company is undoubtedly the largest grower of decorative foliage plants in the West and has been responsible for the introduction of many of the best foliage plants now commonly used for decorative purposes and has contributed largely to the promotion of this type of decoration. This establishment, consisting of more than fifty acres, requires the full time services of more than 120 employees to maintain its reputation as a grower of quality as well as the widest varieties of this type of plant material.

You are cordially invited to visit our plant at your convenience except Saturday afternoon and Sunday.

PHILODENDRON ERUBESCENS
12" TUB



PHILODENDRON PERTUSUM
12" TUB



PHILODENDRON TRIFOLIATUM
12" TUB



FICUS PANDURATA
6" POT



PHILODENDRON DUBIA
6" POT



PHILODENDRON HASTATUM
6" POT



Roy F. Wilcox & Co.

Palms and Bay Trees · Landscape and Decorative Plants

BEVERLY BOULEVARD AT WILCOX AVENUE
MONTEBELLO LOS ANGELES COUNTY CALIFORNIA



October 1, 1948

Dear Customer:

For many years a need has been felt among many of our friends in the Florist and Nursery business for a means of identification of rare and unusual types of foliage plants through the medium of pictures as well as nomenclature.

We have recognized the importance of this trend of thinking, particularly in recent years when the demand for foliage plants has exceeded all expectations, and indications show definite signs of continued stimulation.

The enclosed folder has been developed by our company to meet this need and it is our hope that it will prove to be a real "salesman" for you.

We suggest that you keep this folder handy in your store, for your customers' benefit in selecting the plants of their choice, retaining it yourself as a foliage plant reference.

You will notice that the various symbols under each plant are defined at the foot of the folder. This system is used to answer simply the standard questions that you are asked concerning the care of house plants.

We sincerely hope you will use this folder at every opportunity and that it will prove to be a valuable addition to your methods of distribution.

Very truly yours,

ROY F. WILCOX & CO.

By: 

FICUS PANDURATA
12" TUB MADE-UP



FICUS ELASTICA
12" TUB MADE-UP



PHILODENDRON CORDATUM
10" TUB TOTEM POLE



PHILODENDRON TRIFOLIATUM
6" DBLE.

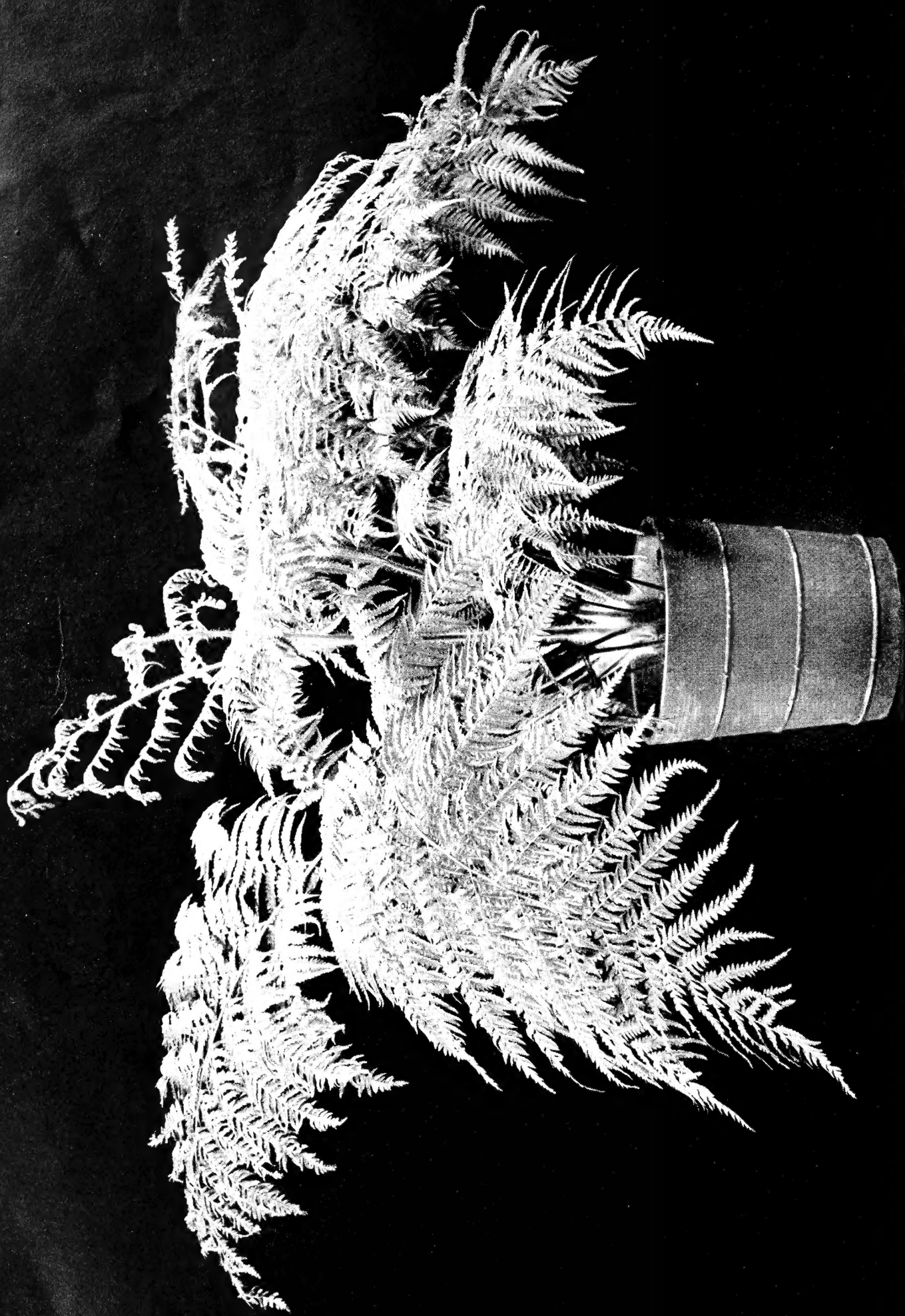


PHILODENDRON ERUBESCENS
6" DBLE.



PHILODENDRON CORDATUM
6" TOTEM POLE





CIBOTIUM SCHIEDEI 8" Tub

This truly fine fern is ideal for indoor decoration. Having a spread of approximately four to five feet this plant is available in the following sizes: ^{13.57}

7" pot . . . \$12.00 each 8" tub . . . \$16.00 each

Prices listed are retail less 50%, F.O.B., Montebello, Calif., plus moderate packing charges.